**Company Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Group Members:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Total Points:** \_\_\_/46 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Grading Rubric for Final Shareholders’ Report**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Grading Criteria** | **Excellent**  **4 points** | **Good**  **3 points** | **Fair**  **2 points** | **Inadequate**  **1 point** |
| **Cover Page & Table of Contents** |  |  | Appropriate info / graphic / page #s | Missing info / graphic /page numbers |
| **President’s Report** | Summary generated excitement, was brief, provided an overview of the business, and outlined main points. | Summary was brief, provided an overview of the business, and outlined all main points. | Summary was brief, provided an overview of the business, and outlined some points. | Only an overview of the business OR an outline of main points. Missing important information. |
| **Mission Statement & Goals** |  |  | Re-states mission statement and goals/ values. | Mission statement or goals incomplete or missing. |
| |  | | --- | | **For each of the following reports, keep in mind your original goals and values, and analyze the business under the following categories:**   * **Keep (what we did well)** * **Stop (what to stop doing)** * **Start (what we would do differently)** | | | | | |
| **Production** | Displays a full understanding and evolution of the product, provides detailed numbers, sample or images. Answers keep, stop, start. | Displays some understanding and evolution of the product, provides detailed numbers, sample or images. Mostly answers keep, stop, start. | Displays little understanding and evolution of the product, provides detailed numbers, sample or images. Somewhat answers keep, stop, start. | Section failed to identify the product, keep, stop, start, or other important information. |
| **Marketing** | Displays a full understanding and evolution of the marketing strategy, provides detailed numbers, sample or images. Answers keep, stop, start. | Displays some understanding and evolution of the marketing strategy, provides detailed numbers, sample or images. Mostly answers keep, stop, start. | Displays little understanding and evolution of the marketing strategy, provides detailed numbers, sample or images. Somewhat answers keep, stop, start. | Section failed to identify the marketing strategy, keep, stop, start, or other important information. |
| **Sales** | Displays an in-depth overview of sales. Covers keep, stop, and start. | Displays an overview of sales. Covers keep, stop, and start. | Displays little overview of sales. Somewhat answers keep, stop, and start. | Section failed to identify keep, stop, start, or other important information. |
| **Human Resources** | Displays an in-depth overview of training, scheduling, norms, conflict management, and attendance.. Covers keep, stop, and start. | Displays an overview of training, scheduling, norms, conflict management, and attendance.. Covers keep, stop, and start. | Provides minimal overview of training, scheduling, norms, conflict management, and attendance.. Covers keep, stop, and start. | Section failed to identify keep, stop, start, or other important information. |
| **Finance** | Displays an in-depth overview of finances – compares actual income statement to projected. Covers keep, stop, and start. | Displays an overview of finances – compares actual income statement to projected. Covers keep, stop, and start | Provides minimal overview of finances. Missing information. Covers keep, stop, and start. | Section failed to identify keep, stop, start, or other important information. |
| **Environment, Health & Safety** | Report presents all environment health and safety concerns and how they were addressed. Answered keep, stop, and start. | Report presents some environment health and safety concerns and how they were addressed. Answered keep, stop, and start. | Report presents missing environment health and safety concerns or did not answer keep, stop, and start. | Section failed to identify keep, stop, start, or other important information. |
| **Detail** | Report was presented in great detail and it was consistently obvious there was great thought involved | Report was generally presented in great detail and appeared to have thought behind it. | Report was presented in some detail with some thought behind it. | Report was somewhat lacking in detail and seemed to lack much thought behind it. |
| **Professionalism / Spelling & Grammar** | Report was presented in paragraph format and had no spelling or grammatical errors. | Report was presented in paragraph format and had few spelling or grammatical errors. | Report was presented in sentence format and had few spelling or grammatical errors. | Plan wasn’t presented in sentence format and/or had many spelling or grammatical errors. |
| **Effectiveness** | Report was highly effective in describing the business and its operations | Report was effective in describing the business and its operations | Report described the business and its operations, but could have been more effect | Report lacked overall effectiveness |
| **Formatting** |  |  | Professional and consistent formatting. | Lacks consistent formatting |

**Comments/Notes:**